

NCI's Cancer Information Service

NCI Council of Research Advocates

NCI's Cancer Information Service

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NCI's Cancer Information Service



In operation since 1975



Provides the latest, most accurate cancer information to patients, their families, the public and health professionals



Disseminates NCI's key messages and latest cancer information



Interfaces directly with the public and responds to public inquiries

What Our Information Is NOT



Information provided is not a recommendation of NCI or its CIS.



Information provided is not a substitute for a doctor's advice. A person's health care provider should be consulted before making decisions about health care.

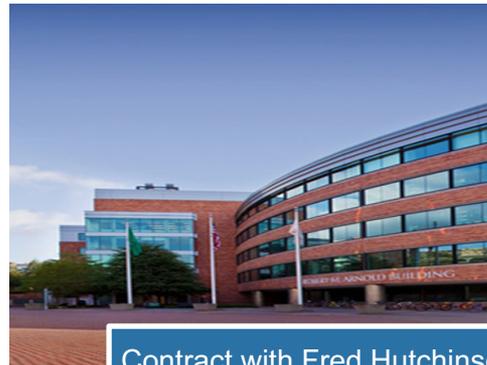


References to non-government organizations, products, services, manufacturers, or companies do not constitute endorsement or recommendation by NCI or the U.S. Government.

NCI's Cancer Information Service



1 site: Seattle, Washington



Contract with Fred Hutchinson
Cancer Research Center



Staffed by ~60 Cancer
Information Specialists and
Smoking Cessation Counselors

Our Access Channels

Telephone Service

1-800-4-CANCER

1-877-44U-QUIT

1-800-QUIT-NOW

1-855-QUIT-VET



LiveHelp (chat)

Cancer

Smoking



E-mail



Written Correspondence (Postal)



Social Media

Facebook

Twitter

Instagram

YouTube

LinkedIn



Public Inquiries (patient and non-patient)



All services available in English and Spanish

What People
Are Asking
Us About?

Cancer Information by Type

Treatment/Side Effect Management

Hospital/Clinic/Screening Programs

Support/Economic Assistance

Physician/Second Opinions

CIS Updates

- Leadership Transition
- Transitioning to a new email address
 - NClinfo@nih.gov
- Enhancing our Clinical Trials Offerings
- Promotions and Outreach Effort

Revitalizing a National Resource

Goal: Increase External & Internal Use of CIS



Increase overall contact volume to CIS



Increase volume of clinical trial inquiries



Build new audiences



Increase CIS and NCI DOC connections



Implement strategies to reach minorities and medically underserved

Target Audiences

Reach audiences through:

- NCI channels (social media, signage, etc.)
- Stakeholder networks
- Paid social media ads

Audience Groups

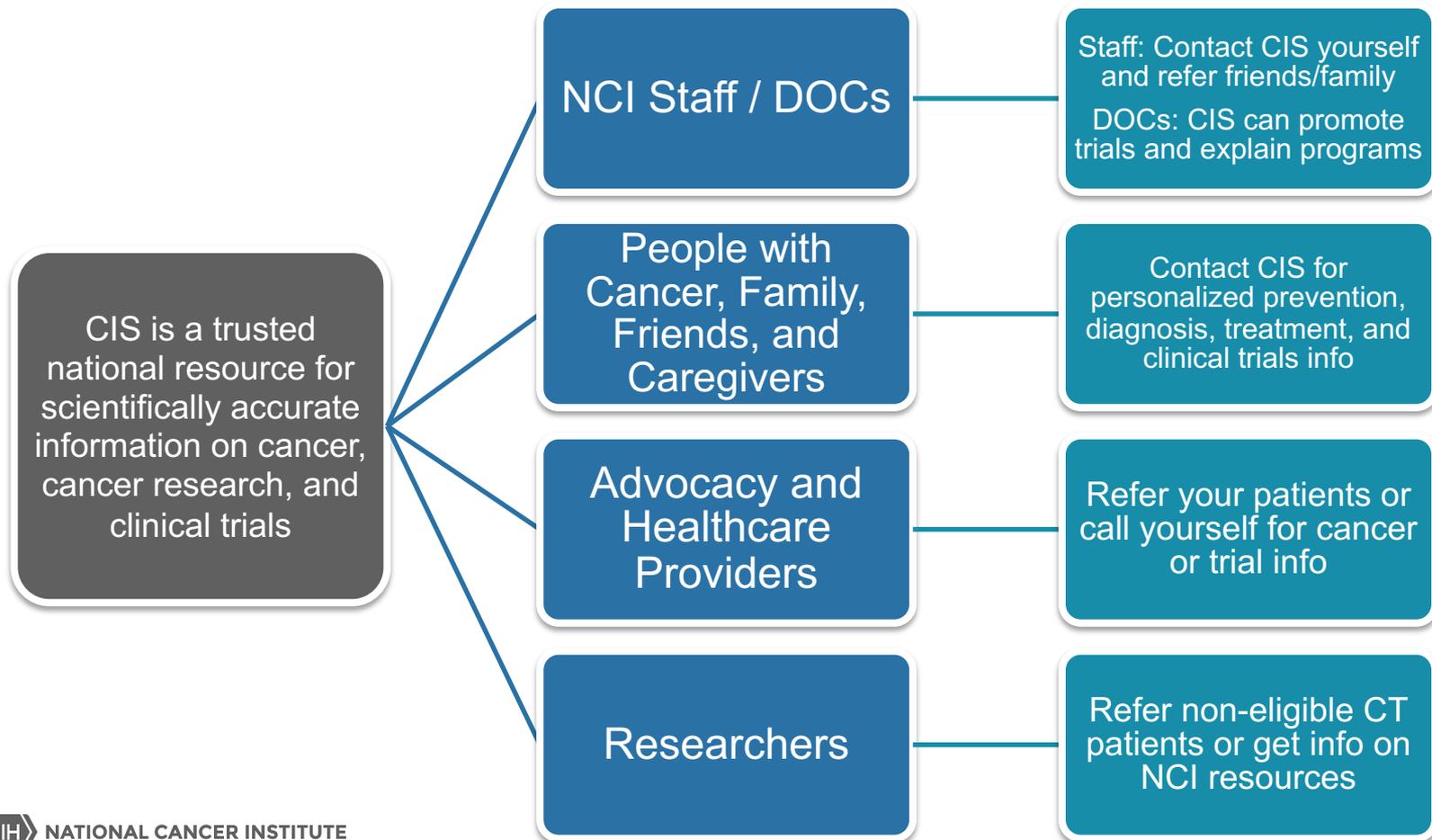
NIH Staff / DOCs

People with Cancer, Family,
Friends, and Caregivers

Advocacy and
Healthcare Providers

Researchers

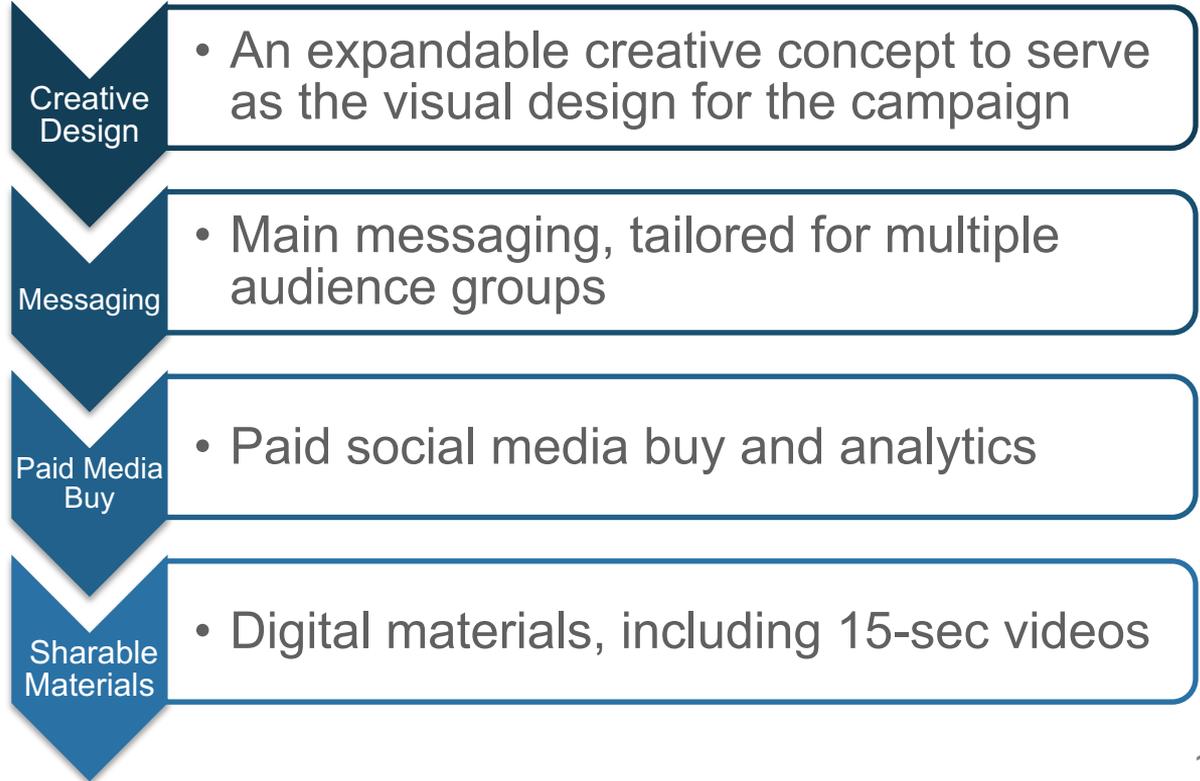
Outreach Approach: Main Messaging



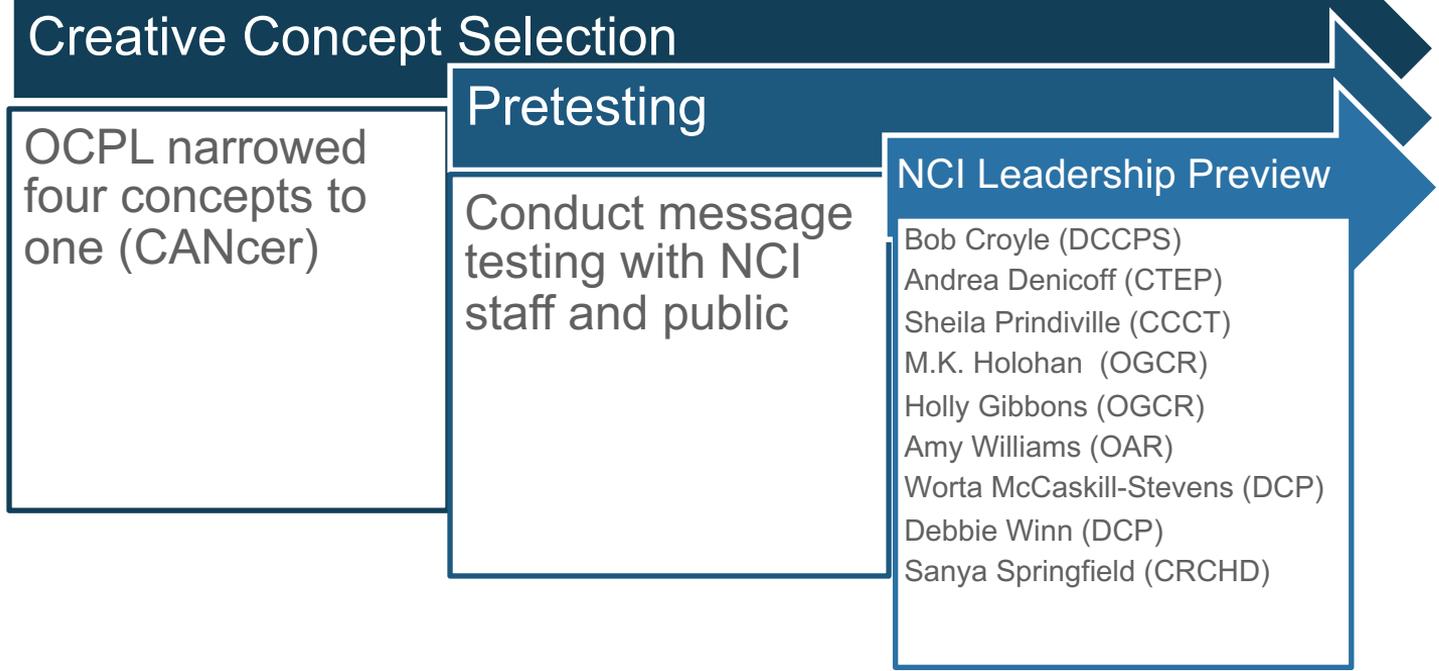
Creative Messaging Dissemination

OCPL has finalized a concept and messaging for dissemination through various channels

Creative Deliverables



Creative Concept Development



Proposed Tactics

Internal

- Begin Rollout: Mid-May
- DOC meetings
- Presence on myNCI
- NCI digital signage
- NCI Town Hall
- *Communications Connector*

External

- Paid social media buy begins: May 30th
- Disseminate stakeholder toolkits
- *Cancer Currents* blog
- Drop-in slides / ASCO exhibit
- *NIH Medline Plus* digital and print ads

Targeted Promotional Effort

CANCER

get support

NCI'S CANCER INFORMATION SERVICE
CAN HELP

Get free, confidential, and compassionate advice you and your family can count on. Contact the National Cancer Institute's Cancer Information Service for information on cancer prevention and screening, diagnosis, treatment options and clinical trials, and coping and support services.

Hope is standing by.

1-800-4-CANCER
1-800-422-6237

cancer.gov/contact

NIH NATIONAL CANCER INSTITUTE

GENERAL AUDIENCE

CAN

quit smoking

NCI'S CANCER INFORMATION SERVICE
CAN HELP

Get free, confidential, and compassionate services to help you quit smoking. Contact us to speak with a trained counselor, and get information you need to quit smoking for good.

Help is standing by.

1-800-4-CANCER
1-800-422-6237

cancer.gov/contact

NIH NATIONAL CANCER INSTITUTE

CANCER

get answers

NCI'S CANCER INFORMATION SERVICE
CAN HELP

Get free, confidential, and accurate answers for your patients through the National Cancer Institute's Cancer Information Service. Contact us for access to the most up-to-date information on cancer diagnosis, treatment, clinical trials, and treatment options. We can help you help your patients find the information they need.

Teamwork is standing by.

1-800-4-CANCER
1-800-422-6237

cancer.gov/contact

NIH NATIONAL CANCER INSTITUTE

HEALTHCARE AUDIENCE

Targeted Promotional Effort



Continuing the Conversation.....

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**NATIONAL
CANCER
INSTITUTE**

**www.cancer.gov
www.cancer.gov/espanol
1-800-4-CANCER**